ARCHIE SERIES

Archie's Pal Jughead

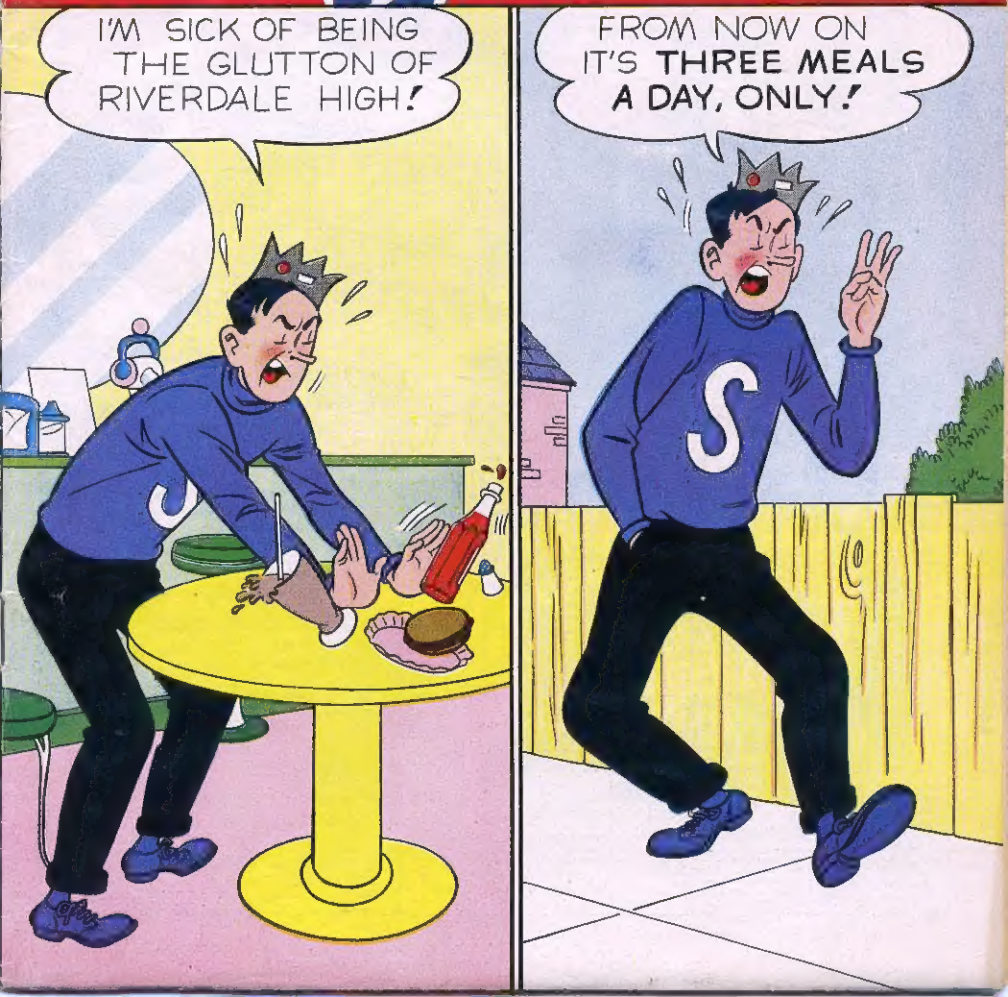
APPROVED BY THE COMICS CODE AUTHORITY

PDC

JULY

NO. 62

10¢



TREASURE CHEST OF FUN

BIKE SPEEDOMETER

READS UP TO 30 M.P.H.

See how fast your riding! Time yourself in racing and see if you can better your top speed. No gears, no complicated mechanism. Fasten to handle bars and go. Easy to install.

No. 199 Only 75¢

YOU, TOO, CAN BE TOUGH

Master Jui Jitsu and you'll win any fight. This book gives all the grips, blocks, etc. which are so effective in counterattack. FREE book on how to perform strong man stunts also included.

NO. 224 ..... 1.00

The most popular joke novelty in years! Wind up and wear it like a ring. When you shake hands, it almost raises the victim off his feet with a "shocking sensation." Absolutely harmless.

No. 239 Only 50¢

Are you willing to take a chance? We won't tell you what you get, but because you're willing to gamble, we'll give you more than your money's worth.

No. 678 Only 50¢

Your chance to be a ventriloquist! Throw your voice into trunks, behind doors, and everywhere. Instrument fits on your mouth and out of sight. You'll fool the teacher, your friends, and your family and have fun doing it. Free book on How to Become a Ventriloquist!

No. 137 25¢

Place it on a chair under a cushion; then watch the fun when someone sits down! It gives forth embarrassing noises. Made of rubber, and inflatable. A scream at parties and gatherings.

No. 247 50¢

AMAZING MINIATURE RADIO

Tiny featherweight radio that operates without batteries, without tubes, but brings you years of listening pleasure. Nothing to wear out or replace. Plays indefinitely. Complete with own earplug.

NO. 044 ..... 4.98

FOAMING SUGAR

Looks just like real sugar, but that's where the resemblance stops. When its dropped in liquids, they overflow and form clouds of suds. Seems as though it'll never stop.

No. 549 ..... only 25¢

ELECTRIC MOTOR

Drives All Models

Yes, now you can have an actual electric motor for just 50¢. It sounds unbelievable, but it's true. This compact little kit makes it a cinch to build this high power unit. And the fun you're going to get driving your model planes, boats, etc. Comes complete with easy to follow instructions for assembly.

No. 852 ..... 50¢

PHAROAH SERPENTS

Special pill that when lighted forms 1 ft. snake. Has a stunning effect on the viewer. Can be done casually, or as a special trick.

Box of 10

NO. 524 ..... 20¢

A gigantic 24" snake that will coil and seem to be alive! Throw it into a crowd and watch the fun start.

#9481 $1.50

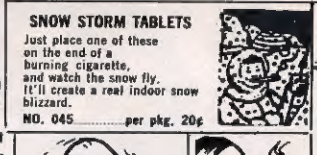
Show them the "naughty" pictures inside. They'll twist it and turn it to see, but all they do is blacken their eyes.

No. 216 ..... 25¢

ATOMIC SMOKE BOMB

Just light one and watch the column of thick, white smoke rise to the ceiling, mushrooming into a dense cloud, just like an A-Bomb.

No. 971 ..... 20¢

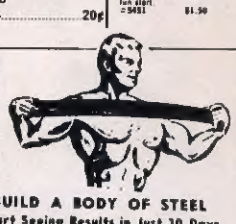


Just place one of these on the end of a burning cigarette, and watch the snow fly. It'll create a real indoor snow blizzard.

NO. 045 ..... per pkg. 20¢

Precision camera so small, it fits in cigarette pack. Weighs 2½ ounces and takes 10 pictures per roll. Precision ground lens and time expose shutter. Can be hidden anywhere. Complete with free roll of film.

NO. 788 1.98



Start Seeing Results in Just 30 Days

Pocket Gym will develop your chest, bicep, triceps, neck, shoulders, stomach and legs, in just 30 days, you'll begin to earn the respect of all your friends—the admiration of all the girls. You'll keep fit and fear no one.

001 ..... 1.00

Looks like regular candy, but it sure doesn't taste like it. Burns their mouth when they eat it.

Pkg. of 3

NO. 022 ..... 12¢

Dip the ends of a cigarette into this tobacco—colored powder, and watch the fun—is it bitter!

NO. 026 ..... 20¢

FANTASTIC! Looks exactly like what jungle head hunters prepare. Something new and startling to hang in your car, or in your room. A horrible and unusual gift in a box.

617 ..... 75¢

AUTO BREAKER

Greatest gag in years! Place this gadget inside any tail pipe and watch the fun. Sounds like the transmission, fuel pump, and whole rear end caved in. Harmless, but a panic.

NO. 087 ..... 75¢

BLACK CHEWING GUM

Sucker starts chewing this ordinary-looking gum and his mouth and teeth turn black. It's awful but harmless.

NO. 570 ..... 25¢

Sorry, but we cannot ship orders totalling less than $1.00 Kindly add 15¢ for postage and handling to all orders.

MONEY BACK GUARANTEE

HONOR HOUSE PRODUCTS CORP., Lynbrook, N.Y.

Dept. KG-73

Rush me the items listed below. If I am not satisfied I may return any part of my purchase after 10 days free trial for full refund of the purchase price.

ITEM #	NAME OF ITEM	HOW MANY	TOTAL PRICE

☐ I enclose _____ in full payment. The Honor House Products Corp. will pay postage.

☐ Send C.O.D. I will pay postman on delivery plus a few cents postage.

NAME _____

ADDRESS _____

Archie's Pal
Jughead
BRAIN FOOD
DIG IN, JUGHEAD! IT'S ON THE HOUSE!
WHAT? YOU'RE BUYING? --WHY?
YOU'RE IMPORTANT TO ME, SON!
YOUR CAPACITY FOR FOOD IS A CONVERSATION PIECE!
YOU'D BE SURPRISED HOW MANY KIDS COME IN HERE JUST TO SEE YOU EAT!

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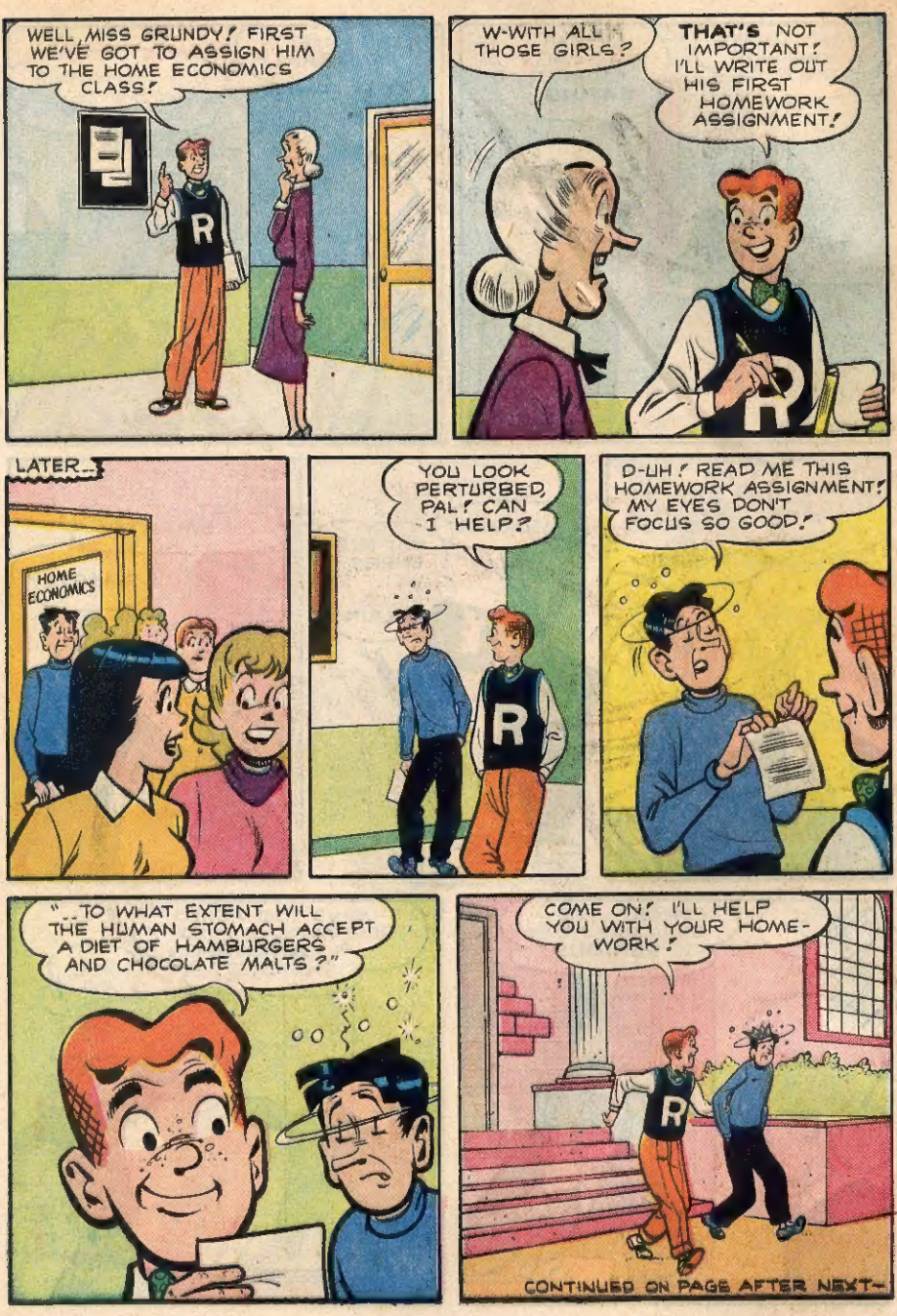
OH, GREAT! THAT'S REAL GREAT, THAT IS!
STEP UP AND MEET THE FREAK WITH THE BOTTOMLESS PIT FOR A STOMACH!
IT'S REAL GEORGE GOING THROUGH LIFE WITH A REPUTATION LIKE THAT!
I'M SICK OF BEING THE GLUTTON OF RIVERDALE HIGH!
FROM NOW ON IT'S THREE MEALS A DAY, ONLY!
HONEST! THAT'S ALL I SAID! I NEVER SAW HIM SO WORKED UP!
GOLLY!
I FEEL TERRIBLE! I DIDN'T MEAN TO HURT HIS FEELINGS!
SUDDENLY HE'S BECOME SENSITIVE!
POOR JUGGIE!

NEXT DAY
OH, BOY! ROAST BEEF TODAY! LET'S GO, PAL!
CAFETERIA
MENU
I'M JUST GOING TO HAVE A GLASS OF WATER AND A FEW CRACKERS!
WHAT?
WHAT?
YOU HEARD ME! A GLASS OF WATER AND CRACKERS! THAT'S ALL!
STOP SERVING! THE CAFETERIA IS CLOSED!
B-BUT HARDLY ANYONE HAS EATEN YET!
JUGHEAD REFUSED THE ROAST BEEF!
IF JUGHEAD TURNS IT DOWN THERE MUST BE SOMETHING WRONG WITH THE FOOD!
CLOSED

I'M HUNGRY!
WE'LL ALL PERISH OF MALNUTRITION!
WE'VE GOT TO GET JUGHEAD TO EAT AGAIN!
THIS COULD TURN INTO A CATASTROPHE!
FOOD! FOOD!
MENU
R
A CATASTROPHE! THAT'S WHAT IT IS!
THAT'S WHAT, WHAT IS?
WE'RE GOING TO LOSE THE INTER-CITY SCHOLARSHIP TROPHY!
NONSENSE! JUGHEAD ALWAYS COPS THAT PRIZE FOR US!
OBSERVE! TELL MR. WEATHERBEE YOUR NAME, SON!
D-UH?.. NAME?.. NAME? ER--AH-- I KNOW IT AS WELL AS I KNOW MY OWN NAME!

EGAD! WHAT'S WRONG WITH HIM?
HE HAS PRACTICALLY STOPPED EATING!
THIS AFFECTS HIS BRAIN?
DID YOU NOTICE THAT HE NEVER GOT FAT?
THAT ALWAYS PUZZLED ME!
MY THEORY IS THAT HIS FOOD WAS CONVERTED INTO ENERGY!
NATURALLY!
BUT HIS ENERGY WENT TO HIS BRAIN!
THEREFORE, HE ENDED UP SHORT ON FAT, BUT LONG ON SMARTS!
SMARTS?
WELL, I ---
FORGET THE GRAMMAR! THIS IS SERIOUS!
THIS IS TOO WEIRD FOR MATURE MINDS! --- PUT ARCHIE ON THE CASE!
AYE, AYE, SIR!


WELL, MISS GRUNDY! FIRST WE'VE GOT TO ASSIGN HIM TO THE HOME ECONOMICS CLASS!
W-WITH ALL THOSE GIRLS?
THAT'S NOT IMPORTANT! I'LL WRITE OUT HIS FIRST HOMEWORK ASSIGNMENT!
LATER...
HOME ECONOMICS
YOU LOOK PERTURBED, PAL! CAN I HELP?
D-UH! READ ME THIS HOMEWORK ASSIGNMENT! MY EYES DON'T FOCUS SO GOOD!
"...TO WHAT EXTENT WILL THE HUMAN STOMACH ACCEPT A DIET OF HAMBURGERS AND CHOCOLATE MALTS?"
COME ON! I'LL HELP YOU WITH YOUR HOME-WORK!
CONTINUED ON PAGE AFTER NEXT-

NEW **FIRE-ARROW**

Columbia Sportiest! Speediest! Shiniest!

You're missing half the fun if you don't ride a Fire-Arrow. With its dash and dazzle, it makes you a leader in your neighborhood!

AMERICA'S FIRST SINCE 1877

SPORTS BIKE OF AMERICA

CHECK THESE FIRE-ARROW FEATURES!
NEW Cantilever Frame.
NEW Columbia Aero-Tank with Twin Headlights and Horn (Bermuda Bell on Girls' Models).
NEW Columbia front and rear Spring Top Carriers in chrome with truss-rod-bumper effect. Front carrier attached to fork.
NEW Columbia-Name plastic Grips with flattened top.

NEW Gold Mylar Trim on top tube and chain guard.
NEW Two-Tone Saddle with Crash Rail and chrome hardware.

NEW Twin Headlight on Girls Models.
NEW Bow Pedals with reflector jewels.

FREE color Catalog

The Westfield Manufacturing Company, Westfield, Mass. DEPT. CS-60

Name.....

Address.....

City..... State..... Age.....

THE WESTFIELD MANUFACTURING COMPANY, Westfield, Massachusetts

SNAP TO AT THE GRILL, POPS! MY FRIEND HERE HAS SOME CRAMMING TO DO!
YOU JUST KEEP GOING! I'LL KEEP SCORE!
---MMM--- DELICIOUS!
JUGHEAD! THAT'S MY NAME!
HIS BRAIN IS STARTING TO PERK UP ALREADY!
AH! IT'S A DELIGHT TO THE EYE TO SEE AN APPETITE LIKE THAT!
SAY! I'M SUPPOSED TO BE GIVING UP FOOD!
DON'T THINK OF IT AS FOOD, JUG! THINK OF IT AS HOMEWORK!

YOU'RE NOT GIVING UP YOUR STUDIES, ARE YOU?
YOU'RE RIGHT! I MUSTN'T NEGLECT MY EDUCATION!
MR. WEATHERBEE! THAT TROPHY IS IN THE BAG! JUGHEAD'S MIND IS AS SHARP AS EVER!
HE'S EATING?
EATING? YOU SHOULD SEE HIM IN THE CAFETERIA! HE'S GOBBLING UP THE CALORIES!
IT'S BRAIN FOOD!
STUDY ROOM
...MY PLEASURE TO PRESENT THIS TROPHY TO JUGHEAD P. JONES!
URP!
END

TV Booster Makes All TV Sets Work Better

Improve TV reception! Our wonderful new device can improve reception from any TV antenna now available to consumers anywhere. For the first time you can enjoy really high class viewing at really low cost. This wonderful new device called TV BOOSTER will cost you nothing to run. No operating expenses whatsoever. Uses no electricity. Completely safe and it never wears out. Once applied you never have to see or touch it again. For the best reception you've ever seen at next to no cost, we guarantee greatly improved results. All stations in your viewing area can be better seen and you'll get the clearest pictures you have ever dreamed possible, sold on money back guarantee!

Give Your TV Set A Boost

You spent a fortune on your set and are spending even more repairing it. Every single year your TV repair bill gets larger. Every single year your reception gets worse, and worse, and worse. Is this a vicious cycle? No! Too often it is the fault of your TV antenna! If you live indoors, you probably have a cheap three foot long rabbit ears antenna. With the two three-foot long pieces of wiring sticking out unsightly like a rabbit's ears. If you own your own home or live in an apartment you probably have a so-called large antenna on top of your roof, the cost to install it was probably about one third over and above the cost of your set or about $100.00 And so what happens? Along comes a storm and down comes the poor antenna, after the storm you turn on your set and the whole mess with hazy pictures is back again maybe worse!

Now: New Living TV Viewing

There is something that will help. Think of it. For years you've had to see washed out hazy pictures on your TV screen but now you can use an antenna that's not 3, not 30, but hundreds of feet long. Now don't get alarmed. Your antenna is already in your house. The wires in the walls will give your TV a boost you want and need so badly. All you need to put your house wiring to work for you is a little time, about two minutes. One magnificent simple device called TV BOOSTER can do this for you at an amazing low price of $4.95. Use the wires in the walls of your home or apartment to boost your TV reception

Start Using Electronic Components That Put Pleasure Into TV Viewing!

The wiring in your home spreads out in every direction and can be put to work for you. These wires in your home pick up radio and TV signals from all directions in the same manner that radar picks up signals from thousands of miles away, it makes a wonderful TV booster.

Start Getting Maximum Pulling Power From Your Housewiring with TV Booster! Or Your Money Back

It works on any year, make or model TV set ever made. We guarantee you must be 100% satisfied or you get every cent back! It must boost your TV reception or your money back.

Amaze Your Family With Super TV Reception

To connect the TV BOOSTER to your set takes only about 2 minutes and a screwdriver. You don't even get you hands dirty. You simply plug it into the nearest electric socket and connect its wires to your set and it's connected forever—anyone can do it. Just unscrew your present antenna wires. Slip on the wires of TV BOOSTER and plug in its cord. Use your TV antenna and your TV BOOSTER. Now turn on the weakest channel, try reversing the plug and leave it in the socket in the way you get the clearest brightest picture. That's all there is to it! Every other channel will show you an amazing difference from pictures you have seen before—you will enjoy better sound and more living pictures than you have ever seen before. You'll begin to enjoy living TV better than you've ever dreamed possible or you get every cent back. Try it—you are the sole judge. Your money back if not thrilled with results.

From The Latest Advancement In Radar Electronic Research To You, The Tops In TV Boosters!

Now with the latest developments of Electronic Radar Research comes breath-taking TV reception — Living so wonderful you'll say you can't believe your eyes. Send today for the miracle TV BOOSTER that will improve all television sets and turn them into Living TV. TV BOOSTER is sold only by mail and is not sold in stores. Don't delay —try it on our money back guarantee—send for it Today. Mail Coupon Now.

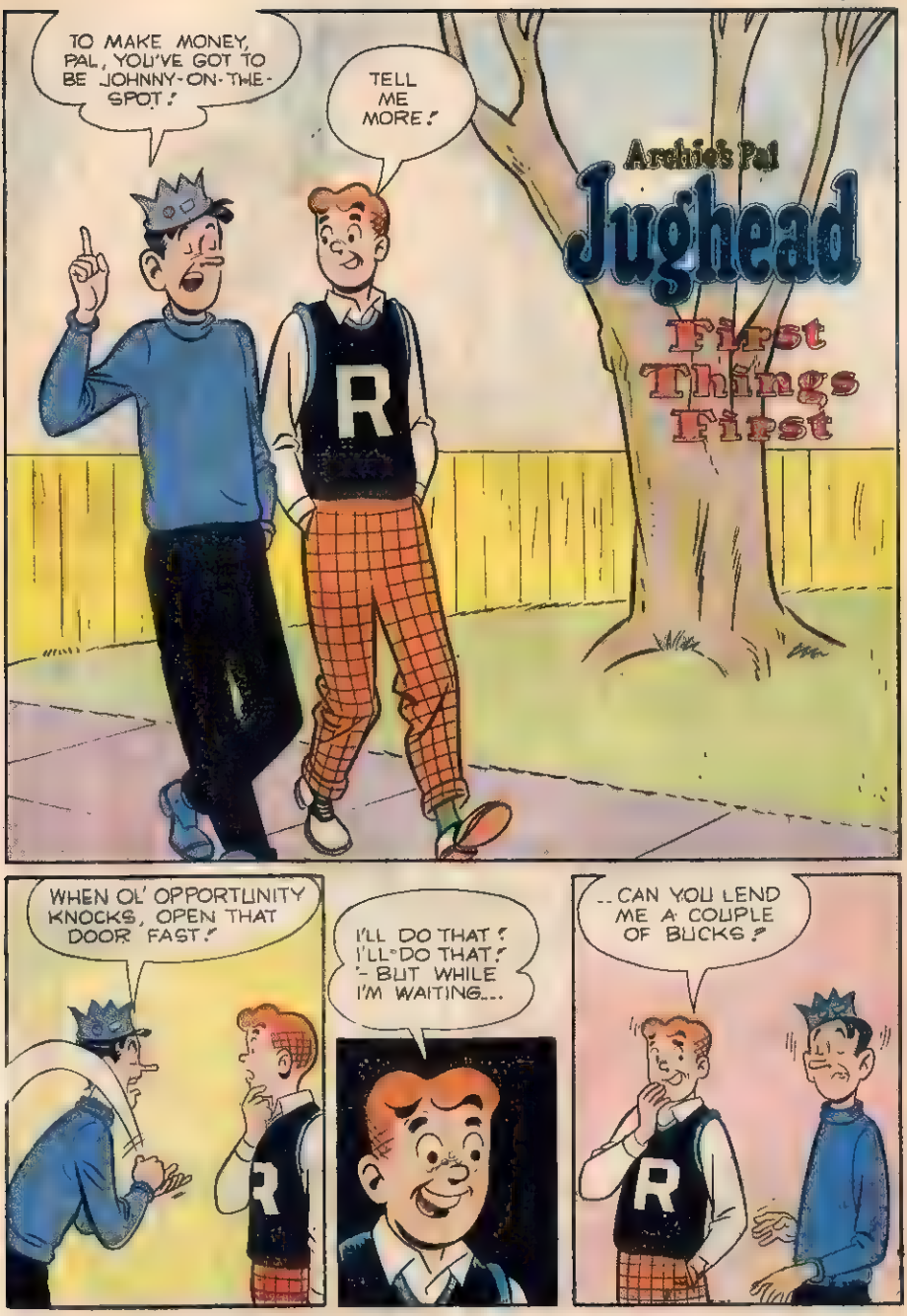
TV BOOSTER CO. **Dept. 137**
403 Market St., Newark, New Jersey

Rush my TV BOOSTER to try at your risk. I must be 100% satisfied or I can return it after a full week's trial and get my money back—I am to be the sole judge. I enclose $4.95 cash, check or M.O., send postage prepaid. (I save up to 75¢ postage by sending full payment with my order.) I will also receive a written and dated guarantee with my order and I must be delighted with the reception of every single channel in my area or I get my money back. ☐ I ENCLOSE $5.95. SEND DELUXE MODEL.

NAME .....

ADDRESS .....

CITY ..... STATE .....


TO MAKE MONEY, PAL, YOU'VE GOT TO BE JOHNNY-ON-THE-SPOT!
TELL ME MORE!
Archie's Pal
Jughead
First Things First
WHEN OL' OPPORTUNITY KNOCKS, OPEN THAT DOOR FAST!
I'LL DO THAT! I'LL DO THAT! - BUT WHILE I'M WAITING...
..CAN YOU LEND ME A COUPLE OF BUCKS?

SORRY, PAL! I'M BROKE! BUT ALL THE WAY!
HMPH! BIG TALK! BUT NO MONEY!
OH, I'LL GET MONEY! I'LL JUST PUT MY EVER PRESENT INGENUITY TO WORK!
I NEVER LET AN OPPORTUNITY PASS ME BY!
RIGHT THERE WAITING, EH?
READY TO JUMP IN WITH BOTH FEET!
THAT'S THE TICKET!
IT'S SIMPLY A MATTER OF BUYING AND SELLING!
YOU BUY FOR LESS AND SELL FOR MORE!
GOLLY! IT'S SO SIMPLE!

B-BUT WHAT DO YOU BUY, AND WHAT DO YOU SELL?
ANYTHING!
ANYTHING AT----
I'D GIVE UP TO TWENTY DOLLARS FOR ONE!
HARK! DID YOU HEAR A KNOCK?
HUH?
MY BUTTERFLY COLLECTION ISN'T COMPLETE WITHOUT ONE!
JACKSON HAS ONE, BUT HE WON'T PART WITH IT!
TWENTY DOLLARS IS RATHER HIGH!
NOT TO ME, IT'S NOT!
NOT FOR A PEARL BORDERED FRITILLARY!!

EXCUSE ME, GENTS! DID I HEAR YOU SAY "PEARL BORDERED FRITILLARY?"
C-CAN YOU GET ONE
FOR TWENTY DOLLARS, PLEASE, MISTER!
WONDERFUL! HERE'S MY NAME AND ADDRESS!
SEE? MONEY IN THE BANK!
THAT WAS GREAT!
NOW THERE ARE TWO THINGS TO DO!
I KNOW! FIRST YOU FIND A PEARL BORDERED FRITILLARY!
THAT'S THE SECOND THING!
WHAT'S FIRST?
FIND OUT WHAT THE DARNED THING IS!
END

A BRIGHT NEW STAR

IN THE ARCHIE GIANT SERIES

HERE'S A BRAND NEW GIANT-SIZED EDITION OF FUN-FILLED STORIES AND FEATURES YOU WON'T WANT TO MISS!

GET ON OUR PRE-PUBLICATION LIST AND BE SURE OF GETTING *YOUR* SHARE OF OUR *SUMMER FUN!* JUST SEND THE COUPON!

SEND THIS COUPON *NOW!*

MAIL TO: SUMMER FUN 2
ROOM 603, 241 CHURCH ST.
NEW YORK 13, N.Y.

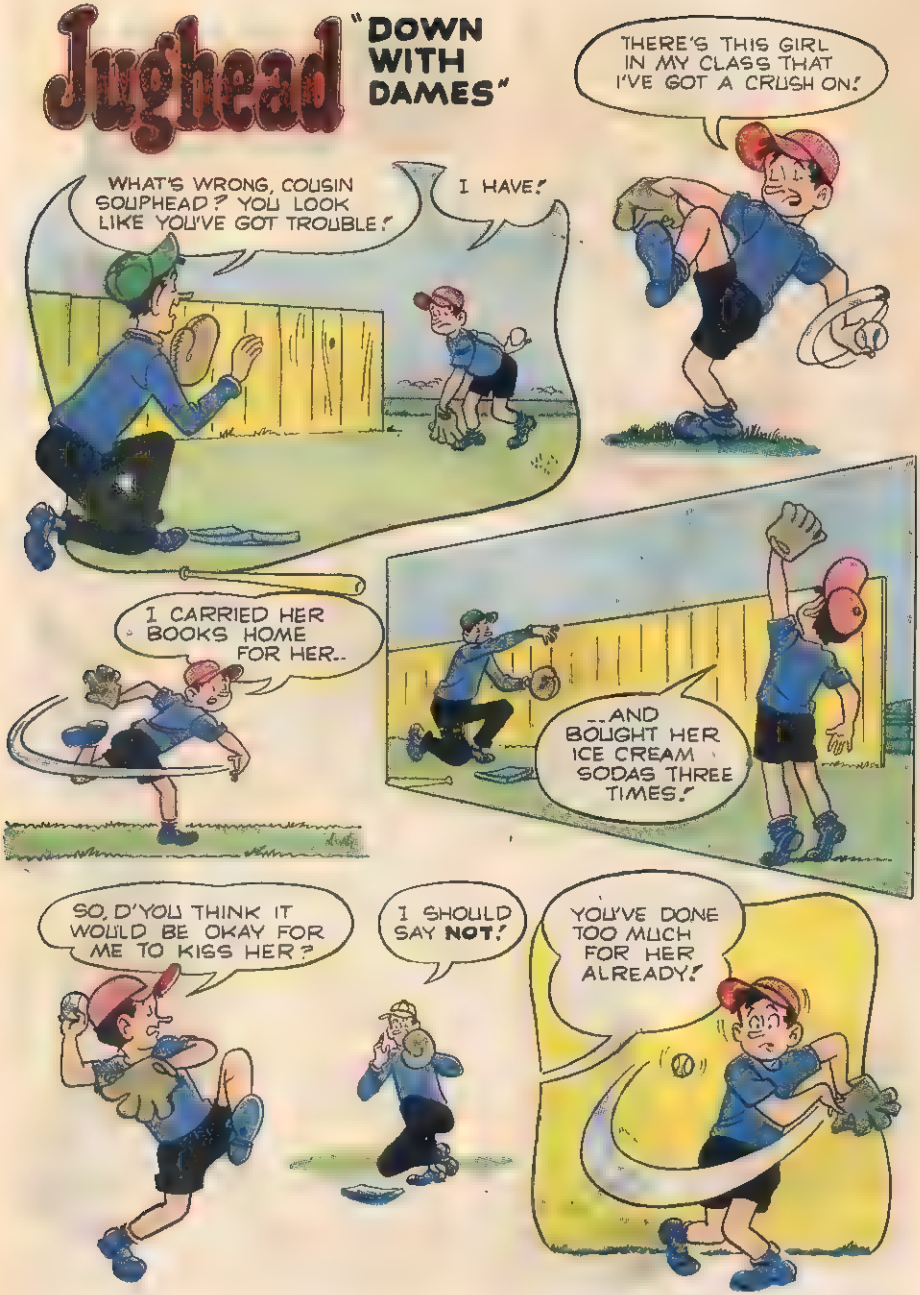
ENCLOSED PLEASE FIND 25¢ IN COIN (35¢ IN CANADA) FOR WHICH YOU WILL SEND ME THE NEW **BETTY AND VERONICA SUMMER FUN** AS SOON AS IT IS OFF THE PRESS.

NAME _____ AGE ____
(PLEASE PRINT)

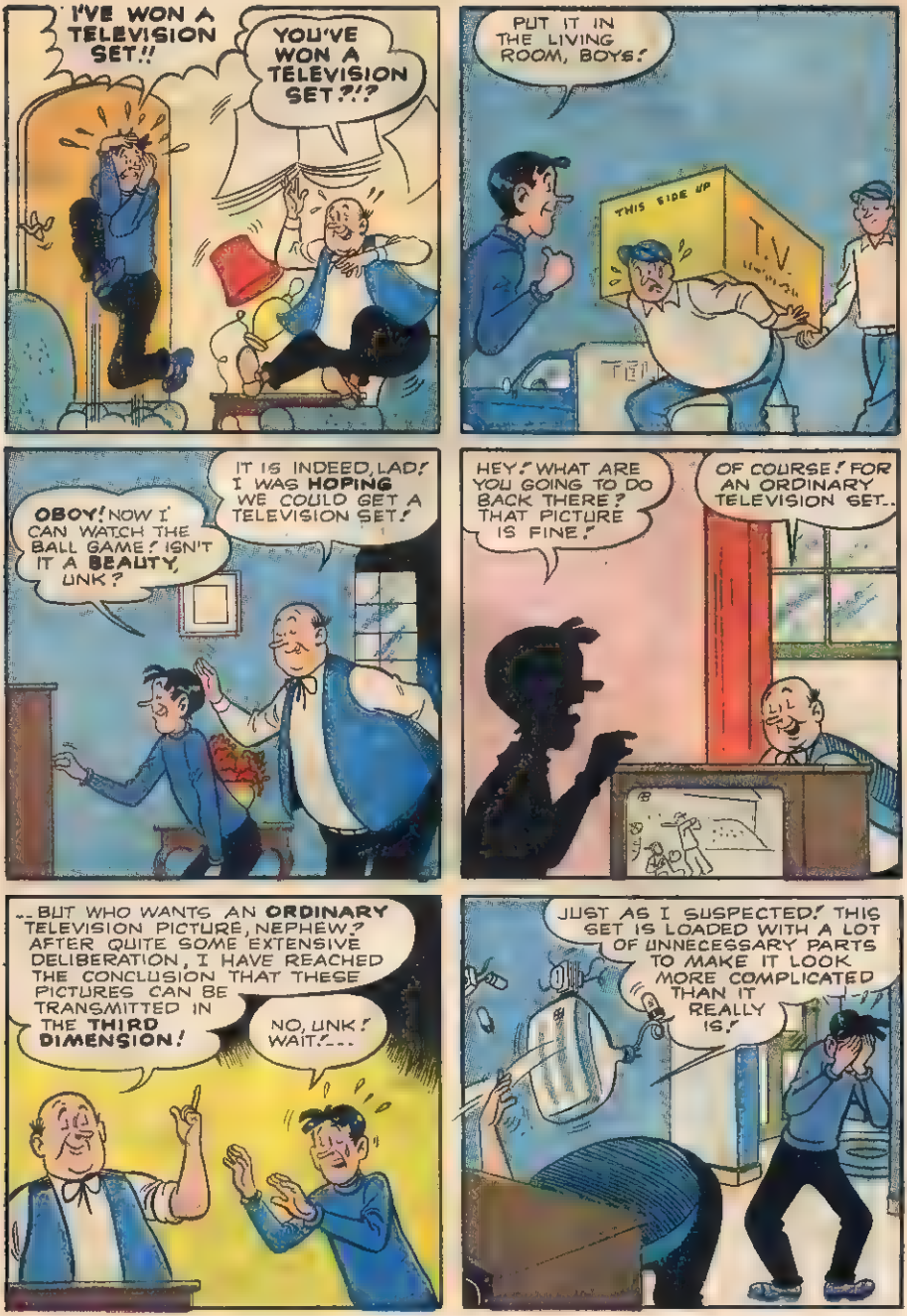
ADDRESS _____

CITY _____ STATE _____

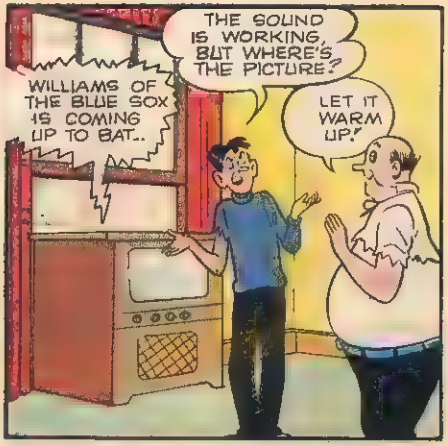
Jughead "DOWN WITH DAMES"

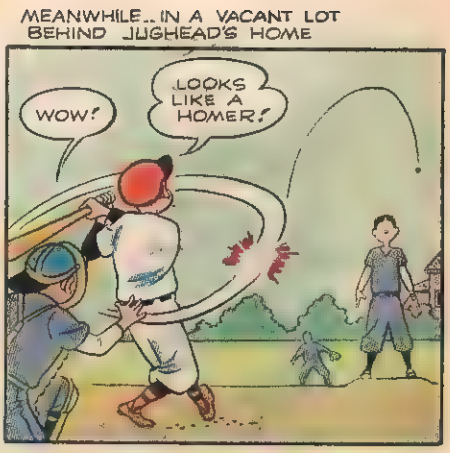

THERE'S THIS GIRL IN MY CLASS THAT I'VE GOT A CRUSH ON!
WHAT'S WRONG, COUSIN SOUPHEAD? YOU LOOK LIKE YOU'VE GOT TROUBLE!
I HAVE!
I CARRIED HER BOOKS HOME FOR HER..
..AND BOUGHT HER ICE CREAM SODAS THREE TIMES!
SO, D'YOU THINK IT WOULD BE OKAY FOR ME TO KISS HER?
I SHOULD SAY NOT!
YOU'VE DONE TOO MUCH FOR HER ALREADY!

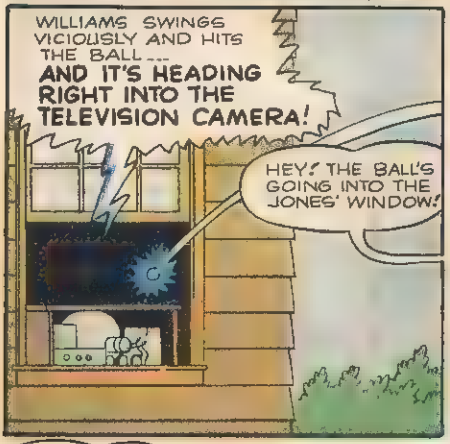
Jughead
DIMENSION INVENTION
HELLO?..YES..THIS IS JUGHEAD JONES..WHAT'S THAT?..I WON A TELEVISION SET IN A RAFFLE? OKAY, SEND IT HERE...I'LL BE HOME...OKAY...'BYE!
WAS THAT FOR ME, JUGHEAD? I'M EXPECTING A CALL!
NO, UNCLE HERMAN...IT WAS FOR ME...
...SOME GUY SAYING THAT I WON A TELEVISION SET IN A RAFFLE!
OH! THAT'S NICE!

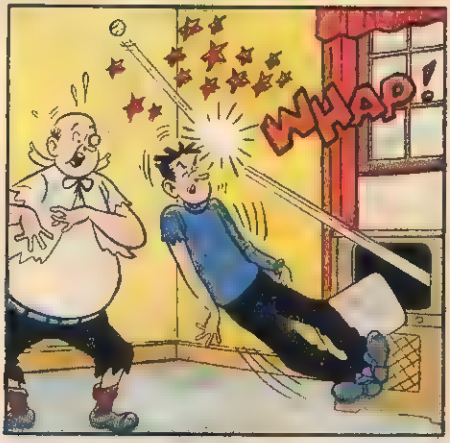

I'VE WON A TELEVISION SET!!
YOU'VE WON A TELEVISION SET?!?
PUT IT IN THE LIVING ROOM, BOYS!
THIS SIDE UP
T.V.
IT IS INDEED, LAD! I WAS HOPING WE COULD GET A TELEVISION SET!
OBOY! NOW I CAN WATCH THE BALL GAME! ISN'T IT A BEAUTY, UNK?
HEY! WHAT ARE YOU GOING TO DO BACK THERE? THAT PICTURE IS FINE!
OF COURSE! FOR AN ORDINARY TELEVISION SET..
..BUT WHO WANTS AN ORDINARY TELEVISION PICTURE, NEPHEW? AFTER QUITE SOME EXTENSIVE DELIBERATION, I HAVE REACHED THE CONCLUSION THAT THESE PICTURES CAN BE TRANSMITTED IN THE THIRD DIMENSION!
NO, UNK! WAIT!---
JUST AS I SUSPECTED! THIS SET IS LOADED WITH A LOT OF UNNECESSARY PARTS TO MAKE IT LOOK MORE COMPLICATED THAN IT REALLY IS!

C'MON, LINK! THIS IS MY SET! LAY OFF!
TUT, TUT, M'LAD! CONTROL YOURSELF WHILE I RE-ROUTE THE COAXIAL CABLE THROUGH THE LINEAR SWEEP OSCILLATOR!
SHAME ON YOU! NO CONFIDENCE IN YOUR OL' UNCLE? TSK, TSK! JUST WATCH THE PICTURE THAT WE GET NOW! I FLIP THE VERTICAL CONTROL AND---
PRAY IT BETTER WORK!
POW
I'VE GOT A FEELING THAT SOMETHING WENT WRONG!
WHY DO YOU SAY THAT?
THAT WAS A NICE SET I GOT WASN'T IT?
DON'T WORRY, BOY! I'LL FIX IT SOON AS THE CONFOUNDED THING STOPS SPITTING AT ME!
DON'T BOTHER, UNK! I THINK YOU'VE FIXED IT ALREADY.. PERMANENTLY!
JUGHEAD! LISTEN! THE SOUND IS COMING IN!

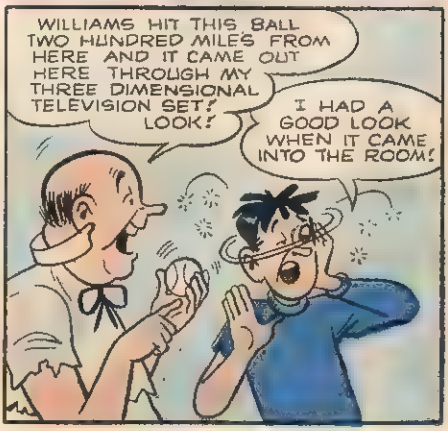

THE SOUND IS WORKING, BUT WHERE'S THE PICTURE?
WILLIAMS OF THE BLUE SOX IS COMING UP TO BAT..
LET IT WARM UP!


MEANWHILE.. IN A VACANT LOT BEHIND JUGHEAD'S HOME
WOW!
LOOKS LIKE A HOMER!


WILLIAMS SWINGS VICIOUSLY AND HITS THE BALL---
AND IT'S HEADING RIGHT INTO THE TELEVISION CAMERA!
HEY! THE BALL'S GOING INTO THE JONES' WINDOW!


WHAP!

I DID IT! I DID IT! YAHOOO!
IT'S THE GREATEST INVENTION SINCE THE LIGHT BULB!


WILLIAMS HIT THIS BALL TWO HUNDRED MILES FROM HERE AND IT CAME OUT HERE THROUGH MY THREE DIMENSIONAL TELEVISION SET! LOOK!
I HAD A GOOD LOOK WHEN IT CAME INTO THE ROOM!

GIVE ME A BOOST! I'M GOING IN THERE AND GET MY BALL BACK!
IF YOU HAVE ANY TROUBLE, BUTCH...JUST YELL!
JUGHEAD! LOOK!! THE PICTURE IS WORKING NOW!
WOW! I GOTTA HAND IT TO YOU, UNK..YOUR THIRD DIMENSIONAL MAKES THAT PLAYER LOOK ALIVE IN THERE!
HEY, FAT BOY! GIVE ME BACK MY BASEBALL!
EGAD! THIS IS AMAZING! HE'S POINTING DIRECTLY TO ME!
I'M SORRY, SIR, BUT I'M GOING TO DONATE THIS BALL TO A MUSEUM AS THE FIRST THREE DIMENSIONAL OBJECT TO FLY THROUGH THE VIDEO WAVES!
OH YEAH?
HEY GANG! THERE'S A CHARACTER HERE TRYING TO KEEP OUR BALL!
GEE UNK, THE WHOLE BLUE SOX TEAM IS COMING IN! THEY'RE SO SMALL THEY LOOK LIKE KIDS!
THEY MUST HAVE SHRUNK WHILE PASSING THROUGH THE COAXIAL CABLE!
OKAY, GANG! LET'S GIVE 'EM THE BUSINESS!

UNCLE HERMAN! HELP ME!!
I CAN'T(OUCH!) THEY'VE GOT ME SURROUNDED!!
BAM!
WHACK!
SOCK!
NOW WE CAN FINISH OUR GAME!
EGAD, NEPHEW! THIS WILL REVOLUTIONIZE THE INDUSTRY! IMAGINE! THE WHOLE BASEBALL TEAM HERE IN OUR LIVING ROOM!
I'M GLAD WE WEREN'T WATCHING A FOOTBALL GAME!
WE'LL BE GLAD TO EXCHANGE YOUR NEW SET FOR A SMALL PORTABLE RADIO, BUT WHY?
YOU'D NEVER BELIEVE ME IF I TOLD YOU
END

SAFETY FIRST 1

U.S. ROYAL

America's Fastest Selling Bicycle Tire...

US

United States Rubber

CYCLE TIRE DEPARTMENT
549 East Georgia Street
Indianapolis 6, Indiana

8 LATEST RECORD HITS $1.00

HERE ARE THE TITLES—SET No. 9

Village of St. Bernadette
Running Bear
One Minute More
You Got What It Takes
What About Us
Among My Souvenirs
First Name Initial
The Big Hurt

In Your Choice of 45 RPM or 78 RPM

HERE ARE THE TITLES—SET No. 8

Unforgetable
Be My Guest
I've Been Around
Danny Boy
Heartaches By The Number
It's Time To Cry
Reveille Rock
Uh! Oh!

MONEY BACK GUARANTEE. They must be the nation's top 8 hits. I must be 100% satisfied, or I may return them for my full $1.00 refund.
NOW YOU GET THE NATION'S TOP 8 RECORD HITS for only $1.00 plus 10c postage. We do it by a revolutionary new process that puts 4 songs on each side of a record. So you get the HITS you want instead of an unwanted song or an unknown song on the back of a record.

IN STORES 8 RECORD HITS 89¢ EACH
COSTS $7.12
OUR PRICE AT $1.00 plus 10¢ postage
$1.10

YOU SAVE $6.02

REMBRANDT CO., Dept. 238 ☐ Send Set No. 8
403 Market St., Newark, N. J. ☐ Send Set No. 9
☐ send 45 rpm ☐ send 78 rpm
Send the 8 RECORD HITS. I enclose $1.00 plus 10c postage and handling. My money will be refunded if not satisfied. ☐ I enclose $2.20. Send both sets

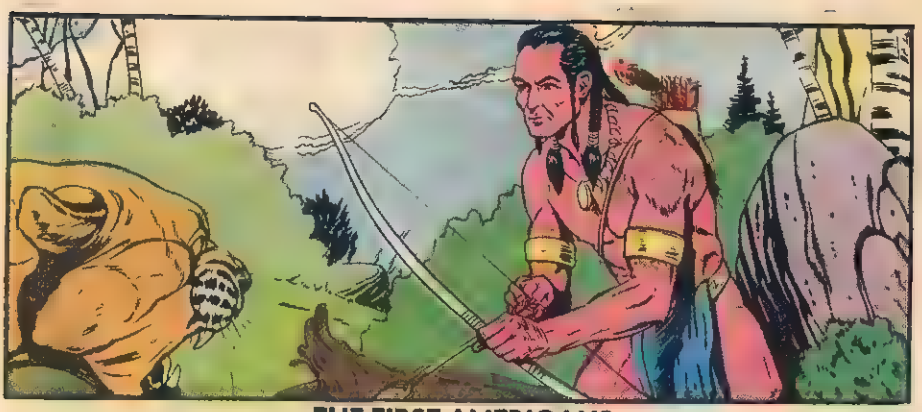
NAME .....
ADDRESS .....
CITY ..... STATE .....

"THIS MIGHT BE YOUR LIFE"
READ LIFE WITH Archie COMICS
ON SALE ON OR ABOUT MAY 15, 1960

There's a famous U.S. Royal for your bike . . .
lightweight middleweight balloon

Bike Tires

For the newest in bicycle tires—look to U.S. Royals . . .
NEW tread designs for better road control—
NEW rubber compounds for extra wear, longer life.



THE FIRST AMERICANS

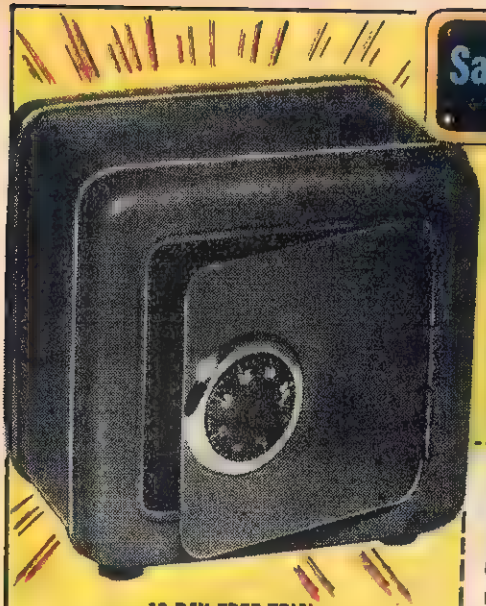
Columbus, thinking he had found a new route to the Indies when he found the North American continent, named the natives "Indians". These natives that he found, which were forever after to be called Indians, were the first Americans. They are believed to have crossed over from Asia over 20,000 years ago, and were the first human beings to live on this continent, sharing the area with such long extinct creatures as the giant sloth and the mastodon.

Indians were hunters essentially, though some fished and farmed to a limited degree. Hundreds of different tribes divided into five main groups and spread across the territory which is now the United States. They had their own weapons, tools, art, music, religion, government and architecture. They played games they had devised and invented the snowshoe and the bark canoe. The democratic form of government evolved by the Iroquois tribes provided some of the basic ideas for the Constitution of the United States.

The Indians of this country were, and still are, a fine, cleanly, intelligent people, known for their crafts, their integrity and their Trojan-like stoicism. They lived off the land, a fine, rich land, before the white man came, and lived a healthy and useful life. They were what is termed "savages", it is true, but to the white people of that time the term stood for any group of peoples who did not conform to the social standards of the whites.

The Indian has been called the "Noble Red Man", and well he might, for there was great nobility in his character and the laws he made for his own kind were right and just. When their way of life, their food, their homes and land were threatened, the Indian fought back, and though they were incomparable horsemen and warriors, they were defeated by advancing civilization. Americans can be proud that the first Americans were the noble Red men.

LI'L JINX
SOUND BARRIER!
ZAP
LI'L JINX!
FOR THE LAST TIME, GO PRACTICE YOUR PIANO LESSONS!
END



Safety Deposit Bank Vault

GENUINE COMBINATION LOCK

- Saves Valuables
- Insures Privacy
- Only You Know The Combination
- All Metal Construction

Only $1.00

Now for the first time, you can own your own safety deposit bank vault just like in a real bank, and this one has your own initials. Yes, this sturdy all metal beauty has its own combination and, every combination is different, with a special one that only you know. A flip of the dial locks the safe, and then your own combination opens it. Keep your money, secret possessions, valuables, etc., all inside where nobody but you can get them. There's no key to lose, because ONLY YOU KNOW THE COMBINATION. So don't delay. Order now, only $1.00 plus 25¢ shipping charge.

10 DAY FREE TRIAL

Order now. If you are not 100% delighted, then simply return for prompt refund of full purchase price. Only $1.00 plus 25¢ shipping charges.

MONEY BACK GUARANTEE

Honor House Products Corp. Dept. BC-1
Lynbrook, New York

Rush my Personalized Safety Deposit Bank Vault with its own combination lock at once. If I am not 100% delighted, I may return for prompt refund of full purchase price.

☐ I enclose 1.00 plus 25¢ shipping charges. Same money back guarantee.

☐ Send C.O.D. I will pay postmen on delivery plus C.O.D. and shipping.

NAME.....

ADDRESS.....

14 Sure-Fire PARTY TRICKS

A BIG LAUGH

The Set Complete Only $1.00

Now for the first time ever, you can have a "bag of magic tricks" of your own. Be the life of the party—the center of attraction. Each trick a "wow." Simple for you to pull—but the sort of gag that surprised, fools and draws a big laugh every time.

Set consists of:

1. Sneeze Powder
2. Nail thru Finger
3. Floating Sugar (will not dissolve)
4. Hindu Mystic Trick
5. Hot Seat Joke
6. Invisible Ink (writing fades away)
7. Snapping Chewing Gum
8. Trick Soap (hands get black)
9. Imitation Lit Cigarette
10. Hot Pepper Chewing Gum
11. Lovers Fun Card Set
12. Stinko Stinkers
13. Wonder Voice Thrower
14. Suckers Card Trick

RUSH COUPON TODAY... MONEY BACK GUARANTEE

GRIFFIN PRODUCTS — Dept. 5-AC
Post Office Box 444, Great Neck, N. Y.

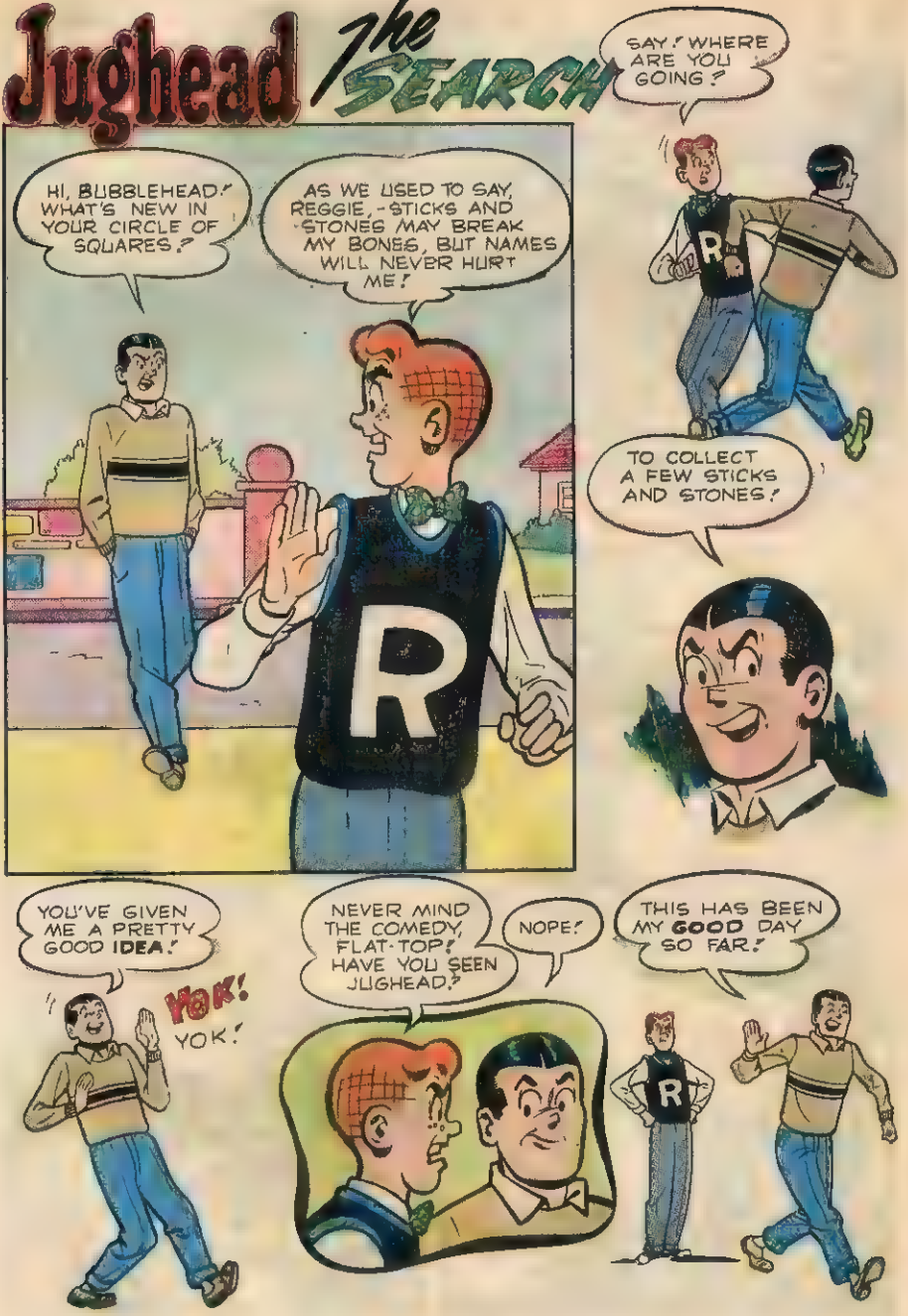
Please rush me Giant Set of 14 Sure-Fire Fun, Magic and Party Tricks. I am enclosing $1.00 in full payment.

Name _____

Address _____

City & Zone _____ State _____

Jughead The SEARCH


HI, BUBBLEHEAD! WHAT'S NEW IN YOUR CIRCLE OF SQUARES?
AS WE USED TO SAY, REGGIE, - STICKS AND STONES MAY BREAK MY BONES, BUT NAMES WILL NEVER HURT ME!
SAY! WHERE ARE YOU GOING?
TO COLLECT A FEW STICKS AND STONES!
YOU'VE GIVEN ME A PRETTY GOOD IDEA!
YOK! YOK!
NEVER MIND THE COMEDY, FLAT-TOP! HAVE YOU SEEN JUGHEAD?
NOPE!
THIS HAS BEEN MY GOOD DAY SO FAR!

COMICS! THE WORLD IS FULL OF COMICS!
BETTY! HAVE YOU SEEN JUG?
HE WAS AT THE CHOKLIT SHOPPE A WHILE AGO, ARCHIE!
THANKS!
SO WHERE IS HE?
I ASSUME YOU ARE REFERRING TO THAT BOTTOMLESS PIT, JUGHEAD?
HE LEFT HERE TEN MINUTES AGO! HE WAS LOOKING FOR YOU!
A LIKELY STORY!
REGGIE! HAVE YOU SEEN MY OLD BUDDY-PAL, ARCH?
I SAW ALL YOUR FRIENDS TODAY!

ALL OF THEM?
YUP! HE WENT THAT WAY!
WELL, THAT'S ONE MORE THAN HE'S GOT!
R
VERONICA!
ARCHIEKINS!
HAVE YOU SEEN ANYTHING OF JUGHEAD?
NO! BUT DOES IT MATTER, NOW?
SURE IT MATTERS! I'VE GOT TO FIND OUT WHY HE'S AVOIDING ME! SEE YOU LATER!
R

IT MIGHT BE A LOT LATER THAN YOU THINK!
VERONICA! WHERE IS THAT BOY FRIEND OF YOURS KEEPING HIMSELF?
WHAT BOY FRIEND?
FOR PETE'S SAKE! WHAT'S WITH HER?
HE'S GOT TO BE HOME! HE'S NO PLACE ELSE!
HE'S BEEN OUT ALL DAY, JUGHEAD! WOULD YOU CARE TO WAIT FOR HIM?
NO THANKS, MRS. ANDREWS!
ALL RIGHT! THEN I'LL GET BACK TO MY COOKIE BAKING!
ER..ON SECOND THOUGHT..

NO, HE'S NOT, ARCHIE! WOULD YOU LIKE TO COME IN AND WAIT?
W...ELL, ...I...
I HAVE A NICE FRESH APPLE PIE!
SAY! THAT SOUNDS NICE, MRS. JONES!
THANKS A MILLION, MRS. ANDREWS! THEY WERE DELICIOUS!
I WON'T WAIT ANY LONGER, THOUGH!
ALL RIGHT, JUGHEAD!
BOY! SOME PAL THAT GUY TURNED OUT TO BE!
THANKS FOR THE PIE, MRS. JONES! I'LL GO HOME BY THE SHORT CUT!
GOOD BYE, ARCHIE!
IT'S PRETTY OBVIOUS THAT JUGHEAD DOESN'T WANT TO SEE ME!

YOU SURE CAN'T TELL ABOUT FRIENDS!
IF HE DOESN'T LIKE ME WHY DOESN'T HE SAY SO?
OH, SON! JUGHEAD WAS--
DON'T MENTION THAT GUY TO ME!
I'M THROUGH WITH HIM!
FOR HEAVEN'S SAKE! I CAN ALWAYS MAKE MORE COOKIES!
--BUT SON---!
FINISHED! THE HECK WITH HIM! IT'S ALL OVER!
TSK! THE FUSS THAT BOY MAKES OVER A LITTLE OLD APPLE PIE!
END

Don't Be Half A Man!

Let Me SHOW How I Can Make You a REAL HE MAN from Head to Toe—in Just 15 Minutes a Day!

ARE YOU:

- Skinny and Run Down?
- Always Tired?
- Nervous?
- Shy and Lacking in Confidence?
- Overweight and Short of Breath?
- Lacking in Vim and Vigor?
- Fat or Flabby?
- Slow at Sports?
- Do You Want to Gain Weight?
- Tired of being bullied?
- Ashamed of your Half-Man Build?

NOBODY would ever call an Atlas Champion "Half A Man." They wouldn't dare. And nobody has to settle for "Second Best" . . . . be "pushed around" by huskier fellows . . . or go through life feeling HALF - ALIVE. CHARLES ATLAS, himself, tells you what you can do about it—and FAST —right on this page!

Take a good honest look at yourself! Are you proud of your body or are you satisfied to go through life being just "half the man" you could be?

NO MATTER how ashamed of your present physical condition you may be—how old or young you are—you have the DORMANT muscle power in your God-given body to be a real HE-MAN. Believe me, I know because I was once a 97-pound HALF-ALIVE weakling. People laughed at my build . . . I was ashamed to strip for sports . . . shy of girls . . . afraid of competition.

Then I discovered the secret that changed me into "The World's Most Perfectly Developed Man." The secret I have shared with thousands of fellows to turn them into marvelous physical specimens — REAL HE-MEN from head to toe!

My Secret Builds Muscles FAST!

My Secret is *"Dynamic Tension."* It's the NATURAL easy method you can practice right in the privacy of your own room — JUST 15 MINUTES EACH DAY — while your scrawny chest and shoulder muscles swell so big they almost split your coat seams . . . you get sledge hammer fists, a battering ram punch . . . ridges of solid stomach muscle . . . mighty legs that never tire!

NO theory. No gadgets or contraptions. When you develop your strength through *"Dynamic Tension,"* you can laugh at artificial muscle makers. You simply use the SLEEPING muscle-power in your own body almost unconsciously every minute of the day — walking, bending over, even while sitting! — watch it increase, and multiply until you're covered with a brand-new suit of beautiful SOLID MUSCLE. You're a REAL HE-MAN!

Charles Atlas

Holder of the title "The World's Most Perfectly Developed Man."

VALUABLE TROPHY GIVEN AWAY

Be the envy of friends! Win this strikingly handsome "Atlas Champions" trophy, over 1½ ft. high! All pupils eligible.

Here Are Just a Few of the Men I've Turned into Atlas Champions!

Five Inches of New Muscles
"That is what you have done for me—and in almost no time."
—C. W., W. Va.

Proud of His Build Now
Gained 20 pounds. "My whole upper trunk is now in proportion to the rest of my body. I'm really proud of my body, thanks to you."
—P. V., Va.

"New Health and Strength"
"I feel like a lion. I can easily lift 185 pounds. You gave me new health, strength, and a perfect build."
—W. D., N. Y.

Make Wonderful Progress
"I am sending you this snapshot showing my wonderful progress."
—W. G., New Jersey

FREE My 32-Page Illustrated Book is Yours— Not for $1.00 or 10c—But FREE

Send NOW for my famous book showing how "Dynamic Tension" can make you a new man. 32 pages packed from cover to cover with actual photographs, valuable advice, answers to many vital questions. This book is a real prize for any fellow who wants a better build. Yet I'll send you a copy absolutely FREE. Just glancing through it may mean the turning point in your life! Rush the coupon to me personally.
CHARLES ATLAS, Dept. 156 115 East 23rd St., New York 10, N. Y.

CHARLES ATLAS, Dept. 156
115 East 23rd St., New York 10, N. Y.

Dear Charles Atlas: Here's the Kind of Body I want:
(Check as many as you like)

- ☐ More Weight—Solid—in The Right Places
- ☐ Powerful Arms, Legs, Grip
- ☐ Broader Chest, Shoulders
- ☐ Slimmer Waist, Hips
- ☐ Better Sleep, More Energy

Send me absolutely FREE a copy of your famous book showing how *"Dynamic Tension"* can make me a new man—32 pages, crammed with photographs, answers to vital questions, and valuable advice. No obligation.

NAME..... AGE.....
(Please print or write plainly)

ADDRESS.....

CITY..... ZONE..... STATE.....

BOYS! GIRLS! LADIES! MEN!

Ring is a real beauty! Made of sturdy, nickel silver, polished and rhodium plated for bright, long wear. Size is quickly adjustable to fit any finger!

WIN A BEAUTIFUL SIGNET RING

ENGRAVED WITH YOUR OWN INITIAL

DON'T WAIT! MAIL COUPON NOW!

BE FIRST WIN YOUR VERY OWN SIGNET RING

IT'S FUN! IT'S EASY!

★ *All you do is . . .* ★

NAME THESE FAMOUS U. S. PRESIDENTS

Just Get All 4 Right . . . We'll Send Your

GENUINE NICKEL SILVER SIGNET RING ABSOLUTELY FREE!

(A really terrific ring — made up with your own initial)

Also we'll mail *BIG CATALOG* showing Bikes, Dolls, Guns, Watches, etc. — *You can get at no cost!* You'll be tickled pink and proud as a peacock to wear this strikingly beautiful ring. Wait till you see it! And it's so easy to win. Simply check on coupon the correct names of the 4 famous American Presidents shown in the pictures above and mail to us. If you name all 4 Presidents correctly, we will send you ABSOLUTELY FREE your OWN PERSONAL SIGNET RING — made up with your own initial (you may have your choice of first letter of either first or last name.) Also, we will send you big FREE CATALOG of wonderful PREMIUMS — Bikes, Wrist Watches, Guns, Dolls and dozens of others — and tell you how to get them *at no cost!* Simply offer White CLOVERINE BRAND SALVE, easily sold to friends, relatives and neighbors, at 50c a package, and choose your PREMIUM or CASH COMMISSION. But right now, name correctly the Presidents shown above and get your BEAUTIFUL SIGNET RING—ABSOLUTELY FREE! Rush coupon today!

HURRY! HURRY! CHECK YOUR ANSWERS ON THE COUPON . . .

Then mail coupon to win your BEAUTIFUL SIGNET RING

Win genuine nickel silver SIGNET RING — ABSOLUTELY FREE! Just name correctly the 4 famous American Presidents pictured above. Check names on coupon—fill in rest of coupon and mail to us. IT'S EASY TO WIN—ACT NOW!

WILSON CHEMICAL CO.
DEPT. 140-21 TYRONE, PA.

MAIL THIS COUPON TODAY! WIN A BEAUTIFUL SIGNET RING!

Wilson Chemical Co., Dept. 140-21 Tyrone, Pa.

Famous American Presidents shown in pictures are (check 4 only)

☐ George Washington ☐ Theodore Roosevelt ☐ Thomas Jefferson
☐ Abraham Lincoln ☐ Ulysses Grant ☐ James Madison

If I am a winner, rush my GENUINE NICKEL SILVER SIGNET RING and 14 packages of White CLOVERINE BRAND SALVE to sell at 50c a package. I will remit amount asked within 30 days, select a PREMIUM or keep CASH COMMISSION as explained under Premium in Catalog sent with order, postage paid to start.

NAME _____ AGE _____

STREET _____ RD. _____ BOX _____

TOWN _____ ZONE _____ STATE _____

I want my Ring with this initial _____

PRINT LAST NAME HERE

Paste coupon on post card or mail in envelope today!